

Message Text

UNCLASSIFIED

PAGE 01 TAIPEI 01949 281005Z

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ACTION EA-07

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R 280919Z MAR 74

FM AMEMBASSY TAIPEI

TO USDOC WASHDC

INFO SECSTATE WASHDC 1356

UNCLAS TAIPEI 1949

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: IN-STORE PROMOTION: TAH SHING DEPARTMENT STORE

1. BECAUSE CONSTRUCTION OF TAH SHING'S PRESIDENT DEPARTMENT STORE HAS BEEN DELAYED, POSTPONING ITS OPENING UNTIL APRIL 1975 AT THE EARLIEST, THE IN-STORE PROMOTION ALSO MUST BE POSTPONED TO COINCIDE WITH THE OPENING. WE HAVE INFORMED TAH SHING THAT THE PROMOTION CANNOT BE DELAYED BEYOND THE END OF FY 75 AND THEY HAVE ASSURED US THAT THE STORE DEFINITELY WILL BE READY BEFORE JUNE, AT THE LATEST.

2. THE CETDC SPONSORED CONSUMER PRODUCTS TRADE MISSION RECENTLY RETURNED TO TAIWAN. ALTHOUGH WE DO NOT YET HAVE AN OFFICIAL CETDC REPORT ON THE MISSION, TAH SHING HAS INFORMED US THAT IT ALONE CONTRACTED FOR SOME US\$300,000 WORTH OF U.S. PRODUCTS AND L/CS WILL BE OPENED SOON. WE TOLD THEM THAT THESE PRODUCTS MAY BE SOLD IN THEIR OLD STORE BUT THAT AT LEAST US\$100,000 MUST BE REORDERED FOR SALE DURING THE PROMOTION IN THE NEW STORE. THEY AGREED.

MCCONAUGHY

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